

Fact Sheet: Overview and general information

Overview

message master® Enterprise Alert 2007 is the latest innovation for managing business-critical alerting and notification processes.

message master® Enterprise Alert 2007 enables enterprises to automatically notify and alert the right people faster, more reliably and regardless of where they are – utilizing the latest mobile communication technologies like 2-way SMS, MMS, mobile e-mail, voice and instant messaging.

message master® Enterprise Alert 2007 significantly increases uptime and availability of business processes, IT, manufacturing facilities, helps to recover quickly from critical situations and to prevent disaster.

Key Benefits

message master® Enterprise Alert 2007 brings significant value to your business operations including far better disaster prevention and faster recovery, support of real-time decision making, higher availability and uptime of your systems, facilities and processes.

Increased uptime and availability. Knowing much quicker or even in advance about critical situations improves business continuity, service quality and provides efficient means for disaster prevention and recovery.

Automation. With message master® Enterprise Alert 2007 you can now realize formerly unimagined or even impossible automation of mobile alerting and notification processes removing human intervention and latency from communication chains.

Consolidated IT infrastructure. message master® Enterprise Alert 2007 serves as a central alerting and notification middleware resulting in lower IT management effort and lower total cost of ownership (TCO).

Screenshot



Verticals

message master® Enterprise Alert is suitable for all vertical industries. Common scenarios cover global corporations of pharmaceutical, energy supply, oil & gas production, manufacturing, automotive, retail, tourism, transport, telecommunication, financial and other industries. Today, message master® Enterprise Alert has customers in over 50 countries worldwide including DaimlerChrysler, BMW UK, Caterpillar, RasGas Qatar, F.Hoffmann LaRoche, Siemens and others.

Fact Sheet: Technical and other details

Key Features

message master® Enterprise Alert 2007 provides a unique set of features enabling enterprises to notify and alert the right people faster, automatically, more reliably, at any time and regardless of where they are.

Seamless integration. message master® Enterprise Alert 2007 seamlessly integrates into the existing IT infrastructure including your Active Directory and forwards alerts from MOM, Openview, BMC Patrol and Tivoli as well as from SOA-oriented or legacy applications.

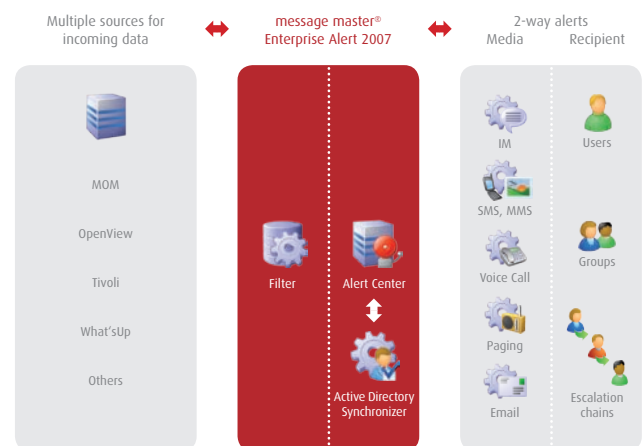
2-way mobile messaging. message master® Enterprise Alert 2007 combines the capabilities of SMS, MMS, mobile e-mail, automated voice calls with text-to-speech and instant messaging – all available for alerting and notification as well as for manual use through a convenient user portal.

Smart communication. message master® Enterprise Alert 2007 goes far beyond simple notifications by supporting automated escalation chains and group broadcast alerts as well as by utilizing presence information and managing duty schedules. message master® Enterprise Alert 2007 not only communicates via multiple media and channels in parallel, it also knows who received the message and if a critical number of service personal has replied to a call or message.

Reliability and scalability. message master® Enterprise Alert 2007 is based on a modular, mature architecture providing various internal mechanisms for failover and high reliability. It can of course be set up in a redundant configuration.

Usability. message master® Enterprise Alert 2007 comes with a user-centric design resulting in a convenient, intuitive, multi-role web portal for messaging, alerting, administration and configuration.

Functional Diagram



3rd Party Integration

message master® Enterprise Alert 2007 is shipped with 2-way connectors for IT monitoring tools like Microsoft Operations Manager (MOM), HP Openview, IBM Tivoli, BMC Patrol, Whatsup and others.

message master® Enterprise Alert 2007 also provides a native web services interface enabling seamless embedding into SOA-based environments. Other 3rd party APIs include email (SMTP), command line, a file interface and a connector for serial data ports.

Communication Features

message master® Enterprise Alert 2007 is based on a highly mature and reliable mobile messaging engine covering 2-way SMS including direct network operator connectivity (SMSC links), legacy paging devices, MMS for sending and receiving pictures and videos as part of an alert, voice calls via multiple lines with text-to-speech support, mobile e-mails and instant messaging. Thus, it can deliver alerts and process responses to and from standard mobile phones, Smartphones, Blackberry and other mobile email devices, pagers, fixed-line phones, PCs and PDAs.